

## \$59.2 MILLION IN TRAFFIC SAFETY GRANTS AWARDED

**S**tate of California Business, Transportation and Housing (BT&H) Secretary Maria Contreras-Sweet announced \$59.2 million in traffic safety grants for local communities throughout California at a news event on the west steps of the Capitol in Sacramento last September.

The 206 newly funded grants for Federal Fiscal Year (FFY) 2001 include



Oakland Council Member Nate Miley was on hand to represent the community-based organizations receiving traffic safety grants.

programs that address emergency medical services, bicycle and pedestrian safety education, occupant protection, and driving-under-the-influence prevention among

others. All grant programs support Governor Davis' Traffic Congestion Relief Plan introduced earlier this year. The Office of Traffic Safety (OTS) will administer the grants.

"Traffic safety permeates every aspect of life in our state," Secretary Contreras-Sweet noted. "Californians rank it as a top quality-of-life concern along with education, crime and the environment. These community-oriented and life-saving grants will make our communities safer places to live, work and play."

Speaking on behalf of Governor Gray Davis during the news event, Secretary Contreras-Sweet emphasized the Governor's commitment to



Safe Moves children tour the Daly City DUI Command Enforcement Vehicle.

making road and commuting conditions safer for all Californians. Contreras-Sweet explained how traffic congestion, a major factor in traffic collisions and the ability of

emergency vehicles to respond quickly to collision sites and save lives, is a major part of that commitment.

The funded programs include \$11.8 million to 1,000 community-based organizations (CBO) throughout the state. These local, non-traffic safety organizations are intimately aware of the challenges of their diverse communities and will use funds to create traffic safety programs that address their communities' specific and often unique challenges. This pilot program is the largest CBO outreach effort of its kind.

Nate Miley, Oakland City Council Member, 6th District, speaking on behalf of participating CBOs, expressed his gratitude for such an innovative program aimed at helping so many under-served communities.

Also on hand at the news event were OTS grantees **Safe Moves** and the **Daly City Police Department**. The Safe Moves demonstration featured a traffic safety rodeo. Children from the program showed off the "safe moves" they learned on their bikes in a "mini city" set up for the event - complete with simulated intersections, crosswalks, stop signs and motorists.

The **Daly City Police Department's DUI Command Enforcement (D.U.I.C.E.) Vehicle**, a 40-foot, fully self-contained mobile command post built on a Blue Bird Chassis was on site for spectators to walk through. The unit is equipped with a four-person holding cell, two-way radios, telephones and wireless computers to process DUI arrests in the field. The D.U.I.C.E. Vehicle will work closely with the **Avoid the 23** anti-DUI campaign in Northern California, and can be made available for allied agencies without the resources to perform a DUI checkpoint. The D.U.I.C.E. Vehicle also will be deployed during the holiday season to assist agencies involved in DUI Strike Teams.

OTS Interim Director Teresa Becher served as emcee for the news event. Other



BT&H Secretary Maria Contreras-Sweet and CHP Commissioner Spike Helmick display check for \$59.2 million.

attendees included BT&H Assistant Secretary Larry Magid and Special Counsel Augustine Jimenez.

Of the \$59.2 million in traffic safety grants, approximately \$3.2 million is allocated to Northern California, \$4.4 million to the Bay Area, \$6.8 million to the Central Coast, \$3.4 million to Central California, \$3.9 million to the Inland Empire, \$10 million to Los Angeles/Orange Counties, \$4.5 million to San Diego/Imperial Counties, and \$23 million for multi-regional and statewide programs.



OTS Interim Director Teresa Becher served as emcee at the grant announcement event.



Children participating in the Safe Moves program surround Sec. Contreras-Sweet following the conference.

# From the Secretary

I am extremely grateful to the dedicated men and women of our Agency for their professional contribution to the safety of California's motorists. The departments within the Business, Transportation and Housing Agency comprise the Governor's principal trans-



Business, Transportation  
& Housing Secretary  
Maria Contreras-Sweet

portation regulatory and enforcement organizations. By combining their resources we are making driving safer, as evidenced by the fact that the number of fatalities per miles traveled is now the lowest in the state's history.

As Secretary for Transportation, I am committed to having the best traffic safety programs possible, including anti-DUI, bicycle and pedestrian safety, occupant protection, police traffic services, roadway safety and emergency medical services. These programs and so many others are helping California achieve its traffic safety successes, such as having

the highest seat belt compliance rate in the nation.

I have a charge from Governor Gray Davis to improve safety on California's roadways. That means relieving traffic congestion, thus affording people more quality time for work and family life. We all enjoy getting home quickly and safely after a hard day's work.

One of our shared goals is to alleviate traffic congestion by stopping unsafe driving behaviors that contribute to accidents. Through funding for more law enforcement personnel and equipment, emergency response vehicles and public education, we will make our roads even safer. We are also excited about the new partnerships being established with community-based organizations in California. This innovation will expand our outreach enormously. The Governor recently awarded \$11.8 million dollars to local community-based organizations to promote traffic safety programs.

Traffic safety is everyone's business. Governor Davis and I look forward to working with all of you to improve the quality of life for all Californians.

## and trends

□ According to the National Safety Council (NSC), there was a dramatic increase in deaths from preventable injuries last year. These injuries claimed the lives of 95,500 Americans in 1999 - the highest number since 1988. To help America stem this increase of injuries and deaths, the NSC recently issued its safety agenda for the nation. The agenda proposes actions on several traffic-related issues, including: occupant protection, young driver safety, driving under the influence, large truck safety, and pedestrian safety. The NSC agenda sets specific death and injury reduction goals and proposes a number of partnerships with public and private organizations. It also proposes new programs and calls for strengthening the programs already in place. For more information call 630/775-2160 or visit the NSC web site at [www.nsc.org](http://www.nsc.org).

□ The National Highway Traffic Safety Administration (NHTSA) has released its first consumer brochure to help guide disabled Americans through the time consuming and often frustrating process of purchasing or modifying a vehicle with adaptive equipment. This guide helps the disabled take advantage of new technologies to increase mobility. "Adapting Motor Vehicles For Persons With Disabilities" was unveiled at the ninth annual conference of the National Mobility Equipment Dealers Association (NMEDA) in Reno, Nevada earlier this year. The brochure is based on the experience of driver rehabilitation specialists and other professionals who work with individuals who require adaptive devices for their motor vehicles. For further information, please visit the NHTSA web site at [www.nhtsa.dot.gov/](http://www.nhtsa.dot.gov/).

## AN E-ZINE?! WE NEED YOUR FEEDBACK!

OTS is considering distributing OTS Tracks on-line exclusively. This would eventually eliminate the printed version you currently receive. What kind of impact would that have on your organization? Would you still like to receive the printed version? Please send your feedback, along with your current contact information and email address to:

*OTS Tracks E-Zine Inquiry*  
Office of Traffic Safety  
7000 Franklin Boulevard, Suite 440  
Sacramento, CA 95823  
916/262-0980 (fax) or email: [jlane@ots.ca.gov](mailto:jlane@ots.ca.gov)  
Attention: Janet Lane

# GRANTEES ON THE MOVE

## AVOID THE 50: LOS ANGELES COUNTY ANTI-DUI CAMPAIGN

Noting that nearly 25 percent of all California's alcohol-related injury and fatality collisions are in Los Angeles County, the Peace Officers Association of Los Angeles County's (POALAC) Traffic Committee was determined to find a solution. For inspiration they looked to Santa Clara County's phenomenally successful and groundbreaking anti-DUI program, [Avoid the 13](#) and the [South Bay DUI Task Force](#). These anti-DUI programs employ collaborative techniques, combining several agencies across city and other jurisdictional lines to produce results. Recognizing that a collaborative solution would be the most viable for Los Angeles County, which is home to numerous law enforcement agencies, the [Avoid the 50](#) campaign was launched in October of this year.

[Avoid the 50](#) involves all 50 law enforcement agencies in Los Angeles County that provide traffic enforcement. The membership is represented by one



Law enforcement officers check out the POALAC display.

traffic officer from each municipal agency and the Alcohol Beverage Control (ABC), plus four officers from Los Angeles County's Sheriff's Department, the California Highway Patrol and the Los Angeles Police Department.

The program combines enforcement and public education outreach to reduce the frequency and severity of under-the-influence-related collisions, increase DUI arrests and re-educate the public about the dangers and consequences of DUI.

To help ensure that all members have an active role, the County has been divided into 10 geographic regions. Each region will be patrolled every other month by a DUI patrol task force consisting of one to two officers working on an overtime basis, which focuses exclusively on identifying and arresting DUI offenders. Each of the 50 member agencies will have six overtime opportunities a year.

"We're very excited to get this effort off the ground," said Jan Nichols, Administrator of POALAC and founder of the [Avoid the 50](#) campaign. "In the past it seemed too great a task to support a project of this magnitude in a county as large as Los Angeles, but with the cooperation of all 50 agencies we anticipate great success in saving lives of those who would have fallen victim to DUI collisions."

The [Avoid the 50](#) campaign also will conduct two countywide DUI Checkpoint Nights, one every six months, in the 10 task force regions. These checkpoints will serve to prevent many potential DUI-related traffic collisions by getting offenders off the streets. The [Avoid](#)



Tina Pasco of MADD and Dennis Hall of OTS pose in front of [Avoid the 50](#) poster at OTS Super Summit.

[the 50](#) campaign will use OTS grants to purchase portable breath testing devices for every officer and signs to designate the patrol cars as part of the [Avoid the 50](#) countywide effort.

In addition to anti-DUI actions, the [Avoid the 50](#) campaign will participate in other traffic safety enforcement activities including special enforcement violation days focusing on the following: pedestrians, speed, child safety seat/buckling up, red lights/stop signs and bicycles.

To complement the enforcement component of the campaign, [Avoid the 50](#) will conduct aggressive public education including an ongoing poster campaign. The first poster shows representatives from all 50 member agencies with the United States Air Force Thunderbirds in front of a fighter jet. The tag line reads, "May the Forces be With You." Two public service announcements targeting all California drivers also will be developed to support and reinforce the poster campaign.

To make sure the news media is up-to-date on the campaign and the dangers

of DUI, the campaign hosted a DUI Expo in December, at Hollywood Park in Inglewood. At the Expo, news media had an opportunity to drive four different obstacle courses while "under-the-influence" to experience first-hand the loss of control associated with driving while intoxicated.

"Because we're dealing with life and death issues any decrease in injuries or fatalities within the year will be considered a success," said Nichols.

For more information about [Avoid the 50](#), please contact Jan Nichols, at 562/925-7989.

## SAFE & SOBER SEASON Drunk and Drugged Driving (3D) Prevention Month DECEMBER 2000

In 1999, 1,170 Californians were killed and more than 29,000 injured in alcohol-related crashes\*. This December the California Office of Traffic Safety (OTS) and the California Highway Patrol (CHP) joined forces to help prevent crashes, injuries and deaths caused by impaired driving by promoting [California's Drunk and Drugged Driving \(3D\) Prevention Month](#) campaign. The annual holiday campaign seeks to increase awareness about the dangers of impaired driving and encourages the public to celebrate responsibly during the holiday season.

Throughout the holiday season the CHP conducted numerous sobriety check-points across the state and OTS grantees conducted events and awareness programs to spread the message that drunk and drugged driving will not be tolerated in California.



[Avoid the 50](#) "May the Forces be With You" poster

3D Prevention Month's signature event, "[Lights on for Life](#)," is a one-day observance in which law enforcement officers throughout the state drive with their vehicle headlights on in symbolic remembrance of those killed and injured by impaired drivers. This year's "[Lights on for Life](#)"

observance will be held on Friday, December 15. The CHP and OTS grantees participated in the "[Lights on for Life](#)" observance, which originated in California in 1991.

For more information about OTS activities around [3D Prevention Month](#) or "[Lights on for Life](#)," contact Janet Lane, at 916/262-0980.

*\*Statistics are based on California Highway Patrol 1999 provisional reports*



CHP Commissioner Spike Helmick addresses the crowd at the 1999 [Lights on for Life](#) press conference at the Capitol Building.



[Law enforcement](#) professionals line up to head to the Capitol Building for the 1999 [Light on for Life](#) press conference.

## OTS WINS HOST HONORS IN 2001

OTS is proud to announce that it will co-host two major traffic safety events in 2001. Please save the dates for:

**The International Association of Chiefs of Police (IACP)-Drug Recognition Expert (DRE) Seminar, June 22-25** at the Westin Long Beach Hotel. For more information, please call IACP at 703/836-6767.

**The National Association of Governors' Highway Safety Representatives (NAGHSR) Annual Meeting, October 14-17** at the Westin Long Beach Hotel. For more information, please contact Denise Maddox at NAGHSR, 202/789-0942.

The next OTS Summit will take place in 2002.

Watch for details in upcoming issues of OTS Tracks!

# OTS SALUTES ITS SUPER SUMMIT PARTNERS

The Office of Traffic Safety (OTS) Super Summit 2000, "A Vision for Roads to Traffic Safety," captivated attendees with its innovative workshops, distinguished panelists and eye-catching exhibits. OTS' 14th annual Summit, hosted nearly 800 traffic safety professionals and advocates from throughout the country and was

a highlight in a year of breakthrough OTS activities.

Instrumental in making the Summit a great success were the 12 Super Summit partners whose expertise and generosity were evident throughout the event.

In thanks, OTS salutes Super Summit 2000 partners:

3M, Allstate Insurance Company, AT&T Wireless, the Automobile Club of Southern California, Bell Sports, California State Automobile Association, Evenflo, Fisher-Price, Mitsubishi Motor Sales of America, Nissan North America, Regency Outdoor Advertising, and USAA.

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## CAL NETS UPDATE

The California Network of Employers for Traffic Safety (CAL NETS) celebrated its annual Drive Safely Work Week (DSWW) last September with a press conference and motorcade of work vehicles. The parade featured an impressive variety of on-the-job motor vehicles, including service vehicles such as mail, utility, sanitation, transit, delivery and shuttle buses, trucks and vans; law enforcement, ambulance and fire department vehicles; and, construction and CalTrans trucks.

During DSWW, CAL NETS addressed five major traffic safety issues by spotlighting a different theme each day of the week.

The week began with *Buckle Up!* day, which focused on the proper use of safety belts, child car seats and air bags. *Courtesy Counts* day offered lessons on how to steer clear of aggressive drivers and avoid becoming

one. Noting that driver inattention is the contributing factor in as many as 90 percent of traffic crashes, *Who's Driving?* day activities highlighted common causes of driver distraction and provided tips to help keep drivers focused. *Give 'Em Some Space*, the theme for the next day, shared how to coexist safely with trucks and other large vehicles while on the road. The week concluded with *Steer with a Clear Head* day, which informed participants how

to reduce impaired driving caused by alcohol, stress and even over-the-counter and prescription drugs.

CAL NETS is a unique traffic safety program whose mission is to work with employers to help save lives limit economic losses. For more information contact Dr. Sheila Sarkar at 619/594-0164.



STATE OF CALIFORNIA  
Gray Davis, Governor

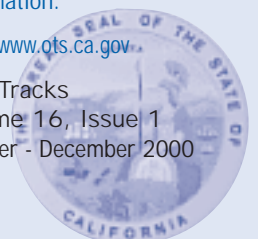
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Maria Contreras-Sweet, Secretary

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<http://www.ots.ca.gov>

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# CALIFORNIA OFFICE OF TRAFFIC SAFETY

January 7

Transportation Research Board 80th Annual Meeting  
Washington, DC  
Contact: 202/334-2934 or [www.nas.edu/trb/meeting](http://www.nas.edu/trb/meeting)

February 11-17

National Child Passenger Safety Week  
Contact: NHTSA, 888/327-4236 or [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov)

February 11-17

California Child Passenger Safety Week  
Contact: Dana Lidster, 916/262-0998

February 18-20

Traffic Expo 2001  
Ft. Lauderdale, FL  
Contact: American Traffic Safety Services Association,  
540/368-7701 or [www.atssa.com](http://www.atssa.com)

March 25-27

Lifesavers 19 - National Conference on Highway Safety Priorities  
Denver, CO  
Contact: 703/922-7944 or <http://lifesaversconference.org/>

WHAT'S



AHEAD



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